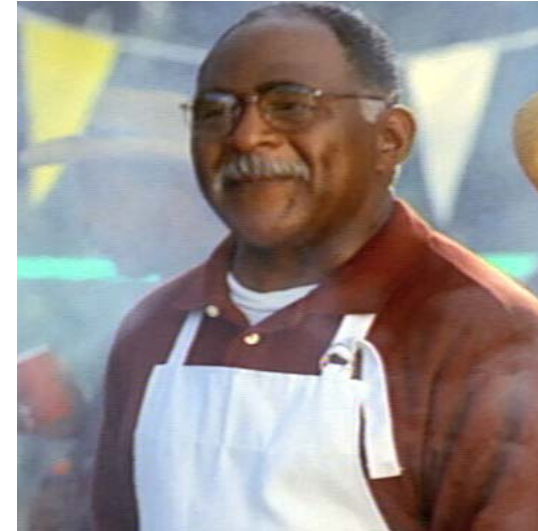
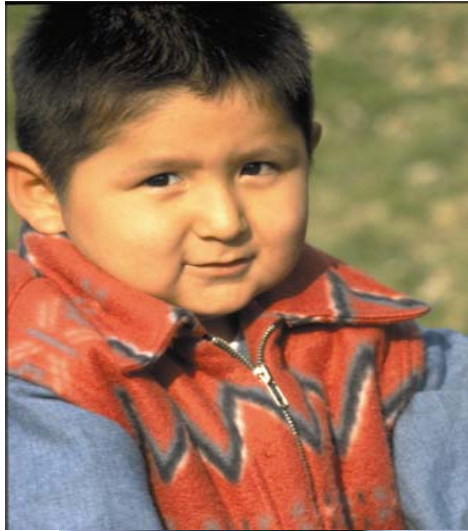


HHS/National Diabetes Education Program

Diabetes Prevention Campaign



Purpose of the Communications Plan

- **Preliminary understanding of the communication challenges**
- **Potential communication messages based on the DPP science**
- **Strategies and tactics for initial phases of the Diabetes Prevention campaign**
- **Timeline for action**
- **Potential theme for the campaign, illustrated with creative concepts and examples**

First Phase Audience

- **Health Care Providers (especially, primary care providers)**
- **Journals and trade media that reach health care providers**

Campaign Objectives Health Care Providers

- **Providers assess their patients' risk for type 2 diabetes and, if indicated, test their blood glucose levels.**
- **Providers help IGT patients initiate lifestyle modifications and, if appropriate, refer them for help.**
- **If indicated, providers discuss other treatment options with their patients.**

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diabetes is
treated**

Call to Action Health Care Providers

- **Find it—find out which patients are at high risk for type 2 diabetes/have IGT.**
- **Treat it--counsel your patients with IGT on reducing their risk.**

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Call to Action Health Care Providers

- **Stay at it--keep encouraging patients.**
- **Educate your patients—order copies of the booklet “Am I at Risk for Type 2 Diabetes?” from the National Diabetes Information Clearinghouse or download it from the Internet at www.niddk.nih.gov**

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Health Care Providers Dissemination Strategies

- **Journal and trade publication articles to build awareness of the DPP results**
- **Risk assessment tools to assess patients' risk for type 2 diabetes**
- **Lifestyle intervention toolkit for counseling patients at risk**

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Health Care Providers Dissemination Strategies

- **Presentations at scientific and professional meetings**
- **Continuing medical education units on type 2 diabetes prevention**
- **Strategic partnerships with the private sector to help promote the DPP results**

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Second Phase Audience

- **People at risk for type 2 diabetes**
- **People with diabetes, family, friends, and supporters of those at risk (Secondary audiences)**
- **Consumer media outlets that reach the at risk and secondary audiences**

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Campaign Objectives

People at Risk for Type 2 Diabetes

- **People at high risk for type 2 diabetes will ask their health care providers about assessing their risk for diabetes and what they can do to prevent it.**
- **People at risk for type 2 diabetes will get tested for IGT.**
- **People with IGT will make modest changes in their diet and physical activity to reduce their weight by 5 to 7 percent.**

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Call to Action

People at Risk for Type 2 Diabetes

- **Find out if you are at risk for type 2 diabetes -- call the National Diabetes Information Clearinghouse and order your free copy of the booklet, “Am I at Risk for Type 2 Diabetes?” or download it from www.niddk.nih.gov on the Internet.**
- **See your health care provider to find out if you have higher than normal blood glucose levels or (IGT).**

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Call to Action

People at Risk for Type 2 Diabetes

- **If you have IGT, lower your risk of type 2 diabetes by exercising regularly, reducing fat and calorie intake, and losing 5- to 7-percent of your body weight.**
- **Work with your health care provider to reduce your risk of type 2 diabetes.**

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People at Risk for Type 2 Diabetes Dissemination Strategies

- **Public service announcements, public relations, and interactive media campaign to promote the DPP results**
- **Promotion of NIDDK's "Am I at Risk for Type 2 Diabetes?" risk assessment booklet**
- **Creation of a DPP 5 to 7 percent weight loss chart to demonstrate the small amount of weight loss required to prevent diabetes.**
- **National kickoff event to introduce the campaign's call to action**
- **Annual signature event to brand diabetes prevention (e.g., Moving Day)**

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People at Risk for Type 2 Diabetes Dissemination Strategies

- **Tie-ins with radio stations and networks to program “get moving” segments**
- **Tie-ins with celebrity chefs, syndicated food editors, and cooking magazines**
- **Strategic partnerships with food and fitness industry and non-profit groups to promote diabetes prevention**

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People at Risk for Type 2 Diabetes Dissemination Strategies

- **Community outreach partnerships with departments of health and recreation**
- **Collaborations with faith-based communities**
- **Lifestyle intervention kits for social, service, and religious organizations to facilitate their own “DPP Lite” weight loss and physical activity programs.**

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Third Phase Audiences

- **Business**
- **Payers**
- **Media that reach the above target audiences.**

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Tactics

- **Convene a national policymakers meeting with business leaders, insurance leaders, government policymakers**
- **Through DMICC, work to ensure that federal government programs respond to type 2 diabetes prevention**

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Find out more:

**Joanne Gallivan
Director, NDEP, NIH**

**Jane Kelly
Director, NDEP, CDC**



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